

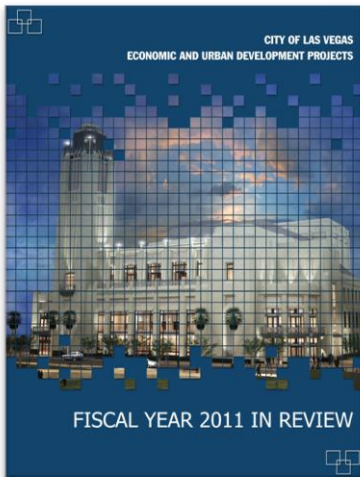


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# urban.

## RENAISSANCE

NEWS UPDATE NEWS UPDATE NEWS UPDATE



### Downtown Building Up

At least 55 projects were either completed or under construction during fiscal year 2011, according to a new report just released by the city's **Economic and Urban Development Department**. The projects were as varied as they were numerous: company relocations, business startups and upgrades, housing assistance and more. To view the report, please visit: <http://bit.ly/ovMEqL>

### Shakespeare TO BE Downtown

The **Las Vegas Shakespeare Company** soon will be paying tribute to the famous bard in a new location. At a Sept. 7 Las Vegas City Council meeting, the council approved a new home for the theatre group.

The award-winning theatre company will be housed in the former **Reed Whipple Cultural Center**, located at 821 Las Vegas Blvd. North in a downtown area dubbed the Cultural Corridor. The Cultural Corridor includes the Las Vegas Natural History Museum, the Neon Boneyard, the Old Las Vegas Mormon Fort and State Historic Park, the Las Vegas Library and Cashman Center.

Upon opening in early 2012, the new Shakespeare Company's regional headquarters will be called the **Las Vegas Shakespeare Theatre at Reed Whipple**. The 33,000-square-foot facility will house two performance spaces, scene and costume shops, rehearsal space, offices, classrooms, a gift shop and storage.

**Ward 5 Councilman Ricki Y. Barlow** noted that establishing a working professional theatre downtown is "big cultural news for our city," adding that the theatre will provide much needed cultural activities for Las Vegas residents and tourists alike. The councilman also drew attention to the positive impact the theatre would have on job creation.

In addition to seven permanent theatre administration employees, the company creates about 200 part-time jobs in the course of a year for Las Vegas actors and technicians, both union and non-union, said **Dan Decker**, artistic director for the Las Vegas Shakespeare Company. "The company produces six productions each year and moving into the new facility will enable us to expand our schedule," Decker said.

The company also operates an active educational outreach program through partnerships with the Clark County School District and Opportunity Village.

Shakespeare plays will account for about one-third of theatre productions, Decker said. The rest will be musicals, contemporary plays, new works, holiday productions and family shows.

Earlier this year, the city issued a request for proposals (RFP) for the reuse and/or redevelopment of the Reed Whipple Cultural Center. After a committee review of several proposals, the Las Vegas Shakespeare Company was selected to negotiate a lease agreement. The agreement has a primary term of 10 years, with an option to purchase. The annual rent will be \$10 per year with the Shakespeare company responsible for all operations and maintenance costs of the facility.

For more information on the Las Vegas Shakespeare Company, visit [www.lvshakes.org](http://www.lvshakes.org) or call 702.220.5872.



"Romeo" and "Juliet" perform for the Las Vegas City Council during a Sept. 7 meeting. At this meeting, the council approved the Las Vegas Shakespeare Company's proposal to reuse and redevelop the Reed Whipple Cultural Center in downtown.

Photo: June Johns

## SMASH!

Rather than the traditional ribbon-cutting, **Las Vegas Mayor Carolyn G. Goodman** recently celebrated the establishment of the **Fremont East Entertainment District (FEED) Farmer's Market** by smashing a squash. **City Manager Elizabeth N. Fretwell** was among those cheering her on. The downtown FEED Farmer's Market is open every Thursday from 10 a.m. until 1 p.m. near the intersection of Ogden Avenue and Seventh Street, inside the shade of the yellow Azul building. Those who enjoy shopping for fresh produce, spices, coffee, bread, flowers and more can do so at this weekly market, situated within easy walking distance for many downtown workers and residents.



Photos:  
June Johns



Photo courtesy of Tamares Real Estate

## CASH!

A \$35 million renovation was just completed at the **Plaza Hotel & Casino**, located at the intersection of Main Street and the *Fremont Street Experience (FSE)*. The facility underwent a one-year renovation designed to breathe new life into the 40-year-old complex. The renovation included upgrading the hotel's 1,037 rooms, as well as the casino, entertainment and dining areas. The remodeled complex includes a new restaurant overlooking the FSE that is named after former **Las Vegas Mayor Oscar B. Goodman**.



Photo: Larry Burton

## BASH!

The monthly arts and entertainment bash, known as **First Friday**, has recently been given a new infusion of private dollars and enthusiasm. Four local entrepreneurs, including **Zappos.com CEO Tony Hsieh**, have stepped forward to take over the funding, marketing and operations of the monthly downtown festival. The new festival owners plan on expanding First Friday to more locations, and bringing in additional artists, including ones from out-of-town. Until recently, First Friday was owned and operated by the nonprofit group, Whirlygig Inc.



Photo courtesy of the Golden Nugget

## SPLASH!

Downtown Las Vegas' **Golden Nugget Hotel Casino** was recently recognized as having one of the world's most amazing pools. The website [www.budgettravel.com](http://www.budgettravel.com) rated Golden Nugget's 200,000-gallon shark tank and \$30 million pool complex among the ranks of lavish pools in locations such as the Mediterranean, Maui, Tokyo, Hong Kong and Abu Dhabi. To view pictures and details, visit <http://bit.ly/nEjMvu>

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